

CHRISTOPHER M. LYON

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- A results-oriented leader with a more than 20-year track record of building nimble, innovative and loyal teams that break through walls to win at the highest national level.
 - A talented writer with experience producing diverse written products, including speeches, press releases, rapid-response documents, advertising copy, news reports, digital content, policy papers, investigative studies and questionnaire responses.
 - A quick and creative innovative thinker with the demonstrated ability to see the most effective way to engage the client or consumer.
 - A thoughtful, entertaining and persuasive communicator with experience making a case on television, radio, in small groups and with newsmakers and reporters.
 - A “devastatingly effective” researcher, according to the New Jersey *Star-Ledger*, who wrote the memorandum on the Massachusetts furlough program that helped George H.W. Bush win the presidency and was an invaluable member of the hard-charging team that enabled Rudy Giuliani to become mayor of New York City.

EXPERIENCE:

INFOMENTUM LLC
Albany, New York

January 2005 to present;
January 1994 to July 2002

President

Director of consulting group specializing in strategy, communications, media relations, policy development, research and direct-mail.

Key Accomplishments:

- Served as research director for MGM’s successful eight-week \$45 million statewide ballot initiative campaign in Maryland to expand gaming opportunities. Reported to the director and worked with the rest of the senior staff on an around-the-clock basis. As research director, ran the rapid response team, backed up the media team and formulated the longer form rebuttal strategy.

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- Created, wrote and edited a political news website that regularly beat the *New York Times* and the other major New York dailies in breaking new stories. Almost immediately the site became the talk of the political press, local politicians, their staffers and the lobbying community. Special features included the weekly “Throop’s Scoop” column (named after Enos Throop, a former New York governor) and the “Political Stock Market,” a fun end of the week “buy, hold and sell” rating of the week’s newsmakers.
- Served as a consultant to the New York Republican State Committee. Reported directly to the state party chairman and executive director. Assisted in creating successful messages for Governor George Pataki, Attorney General Dennis Vacco and scores of local candidates. As part of that effort, worked closely with the New York City and suburban media, the *Albany Times-Union* and other local newspapers.
- Served as a research and policy consultant for Jersey City, New Jersey Mayor Bret Schundler’s gubernatorial campaign. Reported directly to the campaign manager and the general consultant. Directed a team and worked with reporters at the *New York Times*, the *Daily News*, *New York Post*, *Philadelphia Inquirer*, *New Jersey Star-Ledger* and the Gannet New Jersey newspapers to develop stories that drove the acting-governor out of the primary – and then created the policy matrix contrast with the party establishment’s replacement candidate, that brought Schundler from 20-points down in the polls to a 16-point victory on primary day.
- Served as a strategic consultant on a U.S. Senate campaign in New Jersey. Reported directly to the campaign manager and the general consultant. Developed information and worked with reporters in the state’s media markets to uncover wrongdoing and get stories printed that led the local U.S. Attorney to initiate a federal criminal investigation against the incumbent opponent during the campaign. Almost drove the incumbent out of the race. With senior staff of campaign, brought information uncovered on the incumbent to the White House to appeal for additional financial support.
- Created an effective mail program for one of only two challenger candidates for the Legislature in Massachusetts to defeat an incumbent opponent. Reported directly to the candidate and the campaign’s senior staff.
- Appeared as a guest on MSNBC – opposite former Dukakis campaign manager Susan Estridge – and America’s Talk Channel – opposite Democratic consultant Hank Sheinkopf. Also quoted in several newspapers and television and radio reports.

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- The *New York Times* (10/6/06) said, “[Lyon] is sought-after, reviled and according to foes and friends alike, good at what he does.” The *New Jersey Star-Ledger* (9/30/06) said, “[Lyon] has a reputation as a highly skilled and devastatingly effective researcher.”

NEW YORK STATE ASSEMBLY
Albany, New York

August 2002 to December 2004

Director of Metropolitan Services

Directed Assembly Minority Leader’s operations in the New York City metropolitan area. Reported directly to the chief of staff. Managed staff of five people. Responsibilities included: media outreach, advising on legislative strategy, policy development, community outreach and raising the visibility of the Conference.

GIULIANI FOR NEW YORK
New York, New York

November 1992 to January 1994

Political Director

Directed political strategy for the first successful Republican mayoral campaign in New York in 28 years. Reported directly to the campaign manager and the general consultant. Worked collaboratively with the other members of the senior staff. Managed a staff of 25 people who worked 24-hours-a-day. Ran the campaign’s rapid response team that provided information to the political, policy, research and media arms of the campaign. Engaged reporters at the *New York Times*, *New York Post*, *Daily News* and *Newsday* to shape and execute the campaign’s message. Drafted a 400-plus page vulnerability study and edited and wrote a two-volume debate policy preparation book. Wrote a path-breaking field operations memo calling for neighborhood field offices that became the backbone of the campaign’s street operation essential to victory. Also served as political director for the post-election transition team.

REPUBLICAN NATIONAL COMMITTEE
Washington, District of Columbia

March 1991 to November 1992

Research Consultant

Directed the in-the-field information gathering operations in Albany, New York and Little Rock, Arkansas in preparation for the presidential election. Reported directly to the RNC’s research director. In Arkansas, uncovered the Whitewater and Gennifer Flowers issues. During the presidential campaign wrote press releases and drafted memos on the positions taken by the Democratic nominee and wrote commentaries of his record as governor of Arkansas. Also served as information liaison to the national media as part of the team at the Republican Media Center set up at the Democratic National Convention in New York City.

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FRIENDS OF PHIL GRAMM
Dallas, Texas

January 1990 to December 1990

Research Director

Developed the campaign's research program and worked with the Texas media to implement the campaign's message. Reported directly to the campaign manager. Managed a paid staff of 20 people. Produced a 300-plus page book detailing the policy, personal and professional foibles of the opponent.

FRIENDS OF GIULIANI
New York, New York

June 1989 to November 1989

Research Director

Directed the campaign's nationally acclaimed research program. Reported to the campaign manager and general consultant. Wrote memoranda on issues ranging from campaign strategy to ethnic concerns; from personal finances and conflicts-of-interests to issues of urban policy. Worked with the New York media to move negative stories on the opponent that brought Rudy Giuliani from 28 points down in the polls in September to within 1.4% of victory in the general election.

REPUBLICAN NATIONAL COMMITTEE
Washington, District of Columbia

April 1988 to June 1989

Senior Analyst, Opposition Research

Wrote press releases and drafted memoranda on state-based issues – including the Willie Horton case, the Boston Harbor debacle and the Pledge of Allegiance issue in Brookline – of the Democratic nominee. Worked with a team of six other senior analysts. Reported directly to the research director. Also produced a 30-minute video analysis of Michael Dukakis' ability to communicate on television. Traveled to the Democratic National Convention in Atlanta and the Republican National Convention in New Orleans to serve as a liaison to the national media.

GEORGE BUSH FOR PRESIDENT
Washington, District of Columbia

March 1987 to April 1988

Research Analyst

Wrote memoranda for the Vice President and national senior staff analyzing the issue positions of the opposition candidates. Responsible for producing opposition research during the Republican primaries. Also served as press secretary for the Iowa caucuses, media liaison for the
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New Hampshire primary and surrogate scheduler for the South Carolina primary. During the summer, directed the campaign's intern program.

EDUCATION:

BOSTON COLLEGE, Chestnut Hill, Massachusetts
Bachelor of Arts, 1986, Member of the College of Arts & Sciences Honors Program

COLUMBIA UNIVERSITY, New York, New York
2002-2004, Graduate School of Journalism

References Available Upon Request